

**BY ORDER OF THE SECRETARY  
OF THE AIR FORCE**

**AIR FORCE INSTRUCTION 36-1901**

**20 JUNE 2017**



**Personnel**

**RECRUITING PROGRAMS**

**COMPLIANCE WITH THIS PUBLICATION IS MANDATORY**

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**RELEASABILITY:** There are no releasability restrictions on this publication

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OPR: AF/A1PT

Certified by: SAF/MR  
(Mr. Daniel Sitterly)

Pages: 28

Supersedes: AFI 36-2015, 23 May 1994;  
AFI 36-2117, 4 October 2007;  
AFRCI 10-301, 13 June 2014;  
AFRCI 36-2001, 1 June 2009;  
AFRCI 36-2003, 1 July 2014;  
AFRCI 36-2201, 26 October 2006;  
AFRCI 36-2809, 23 March 2004;  
AFRCPAM10-105, 12 August 1998;  
AFRSI 24-101, 27 October 2011;  
AFRSI 32-9002, 13 September 2012  
AFRSI 33-301, 24 February 2014;  
AFRSI 33-302, 6 June 2014;  
AFRSI 36-2001, 1 August 2012;  
AFRSI 36-2101, 18 March 2014;  
AFRSI 36-2201, 13 September 2012  
AFRSI 36-2801, 24 October 2012;  
AFRSI 65-601, 30 June 2010.

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This publication implements Air Force Policy Directive (AFPD) 36-19, *Recruiting Programs*, and implements the applicable portions of Department of Defense Instruction (DoDI) 1304.33, *Protecting Against Inappropriate Relations During Recruiting and Entry Level Training*; DoDI 1000.04, *Federal Voting Assistance Program (FVAP)*; DoDI 1304.26, *Qualification Standards for Enlistment, Appointment, and Induction*; DoDI 1310.02, *Appointing Commissioned Officers*; DoDI 1205.13, *Junior Reserve Officers' Training Corps Program*; DoDI 1215.08, *Senior Reserve Officers Training Corps Programs*; and DoDI 1304.32, *Military Services Recruiting Related Reports*. It provides guidance and procedures on Air Force Recruiting Programs

throughout the Air Force (AF). This instruction applies to Regular Air Force (RegAF), Air Force Reserve (AFR) and Air National Guard (ANG) personnel. Failure to obey the mandatory provisions in paragraphs 1.4.1 through 1.4.7 and 1.5.1 through 1.5.3 by RegAF members, AFR members on active duty or inactive duty for training, and ANG member in Title 10 status is a violation of Article 92 of the Uniform Code of Military Justice (UCMJ). ANG members in Title 32 status are subject to their respective state military codes. In collaboration with the Chief of Air Force Reserve (AF/RE) and the Director of the Air National Guard (NGB/CF), the Deputy Chief of Staff for Manpower, Personnel, and Services (AF/A1) develops recruiter personnel policy. This instruction may be supplemented at any level; all MAJCOM-level supplements must be approved by the Human Resource Management (HRM) Strategic Board (HSB) prior to certification and approval. Refer recommended changes and questions about this publication to the office of primary responsibility (OPR) listed above using the AF Form 847, *Recommendation for Change of Publication*; route AF Forms 847 from the field through the appropriate chain of command. The authorities to waive wing/unit level requirements in this publication are identified with a Tier (“T-0, T-1, T-2, T-3”) number following the compliance statement. See Air Force Instruction (AFI) 33-360, *Publications and Forms Management*, Table 1.1, for a description of the authorities associated with the Tier numbers. Submit requests for waivers through the chain of command to the appropriate Tier waiver approval authority, or alternately, to the publication OPR for non-tiered compliance items. Ensure that all records created as a result of processes prescribed in this publication are maintained in accordance with Air Force Manual (AFMAN) 33-363, *Management of Records*, and disposed of in accordance with (IAW) the Air Force Records Disposition Schedule (RDS) in the Air Force Records Information Management System (AFRIMS).

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## Chapter 1

### RECRUITING RESPONSIBILITIES

#### 1.1. General.

1.1.1. Recruiting Programs encompass many areas as outlined within this instruction. This chapter identifies important overall responsibilities within the recruiting programs function which are applicable to all areas of recruiting.

1.1.2. The term “components” used throughout this instruction identifies areas of instruction that apply to all recruiting components. If an area applies to an individual component, it is listed separately and identified as RegAF, ANG, or AFR.

1.1.3. It is important components review opportunities to operate more efficiently together via the Total Force Recruiting Council (TFRC) where possible.

#### 1.2. Total Force Recruiting Council (TFRC).

1.2.1. Purpose. TFRC serves as the primary body to provide direction for each Air Component Recruiting Service or equivalent, given equal representation and authority, with intent to enhance communication, create synergy, efficiency and continuity of operations to foster successful collaboration.

##### 1.2.2. Membership.

1.2.2.1. Components will identify Tier 2 and Tier 3 council members as outlined in **Figure 1.1**, within 90 days of instruction release date. **(T-2)**

##### 1.2.2.2. Specific positions.

1.2.2.2.1. Tier 1 – Primary members (Commanders and Vice / Division Chief and Deputy). One member from each component recruiting service must be present at the meeting **(T-2)**.

1.2.2.2.1.1. Tier 1 members will identify Tier 2 members (Subject Matter Experts (SMEs) Career Field Managers (CFMs), Operations Chiefs) from their respective component via appointment letter. **(T-2)**

1.2.2.2.2. Tier 2 – Consists of two primaries and one alternate member. Two members from each component recruiting service must be present at the meetings. **(T-2)**

1.2.2.2.3. Tier 3 – Administrative assistance support: position will be rotated between components based on location of meeting. **(T-2)**

##### 1.2.3. Responsibilities.

1.2.3.1. Primary goal is to promote increased communication and identify efficiencies and synergies among recruiting programs.

1.2.3.2. Tier 1 of the TFRC must develop a charter within 90 days of this instruction's release date, review the charter annually, and update charter as needed. **(T-2)**

1.2.3.3. TFRC will ensure meetings are held quarterly at the Tier 1 level and monthly at the Tier 2 level. **(T-2)** It is encouraged that at least one Tier 1 meeting and two Tier 2 meetings per year are held in person.

1.2.3.4. Travel expenses for meetings are the responsibility of the individual component and should be budgeted appropriately.

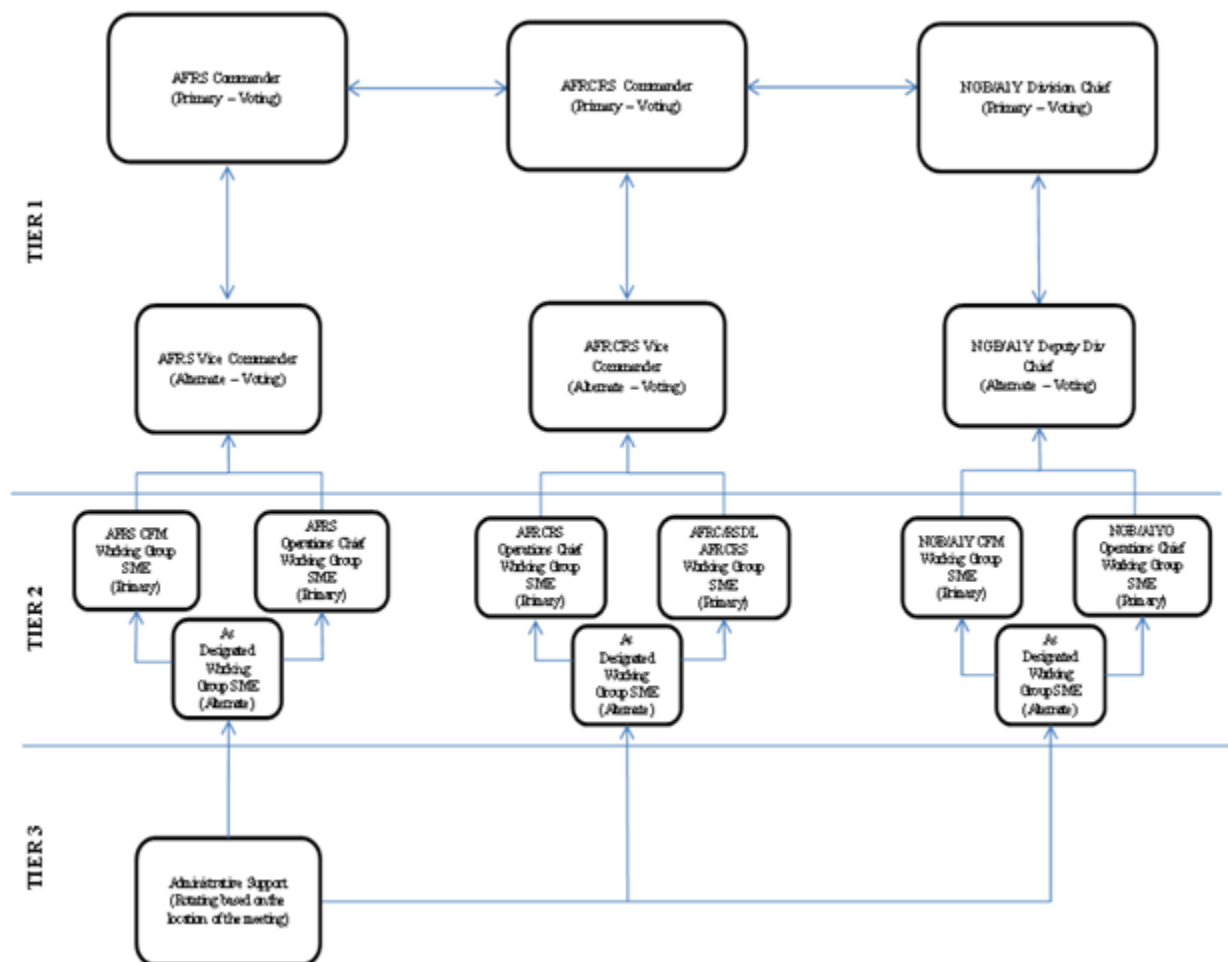
1.2.3.5. Appointment / Terms of Service.

1.2.3.5.1. Tier 1: Held for term of service in the designated position.

1.2.3.5.2. Tier 2: Primary – held for term of service in the designated position, and Alternate – held as designated by the commander.

1.2.3.5.3. Tier 3: Held as directed by the component commander at the location of the meeting.

**Figure 1.1. Total Force Recruiting Council Structure Diagram.**



**1.3. Professional Conduct.** The first impression that most prospective Airmen receive of the Air Force is through contact with a recruiter. This experience is a critical first step in the development of prospective Air Force members because the recruiter establishes expectations about all aspects of life in the Air Force. In addition, the relationship provides the prospective Airman the first example of the Air Force core values and standards of conduct. The positive attitude, approach to professionalism, demonstration of proper professional relationships, and reflection of the Air Force core values by recruiters are critical to shaping new Airmen. Recruiters must be familiar with the standards of conduct identified in AFI 1-1, *Air Force Standards*, AFI 36-2909, *Professional and Unprofessional Relationships* (especially the provisions specific to unprofessional relationships between recruiters and recruits); and, DoD 5500.07-R, *Joint Ethics Regulation*. Recruiters should also, based on their knowledge of the listed instructions, be prepared to be the model of professional and ethical behavior to prospective Airmen, applicants and recruits.

1.3.1. Recruiting personnel are defined as all persons assigned to the Air Force recruiting program including personnel assigned to the Air Force Recruiting Service, wings, groups, squadrons, and Geographically Separated Units (GSUs) regardless of their duty Air Force Specialty Code (AFSC).

1.3.2. Recruiting personnel have a duty to report actual or suspected recruiting malpractice, misconduct, or irregularities in the recruiting process to their immediate supervisor or higher as required by the nature of the allegations and/or alleged individual. [NOTE: Failure by military members to obey the mandatory provisions in this paragraph and its subparagraphs constitutes a violation of Article 92, UCMJ.] ANG members in Title 32 status are subject to their respective state military codes.

1.3.3. The Recruiting Service Commander or equivalent, will initiate or upchannel, as appropriate, inquiries into all allegations of professional conduct, or complaints included in this chapter processed according to the appropriate component specific Personnel Services Delivery Guide (PSDG).

1.3.4. Prospective Member of the Armed Forces or Prospect is any person who has expressed, to recruiting personnel, an interest in enlisting or receiving an appointment as a commissioned officer in a Military Service and who appears to possess, or who appears to possess, or who may in the future possess, the potential and qualifications for enlistment or appointment as a commissioned officer in said Military Service. An individual who expresses a loss of interest in enlistment or appointment as a commissioned officer will continue to be a prospect for the purpose of this instruction for a period of one year from the date they express this loss of interest to recruiting personnel. Individuals who possess the potential or qualifications for enlistment or appointment in the future may include, but are not limited to individuals who do not meet the minimum age requirements, who scored too low on the qualification testing but will be eligible to retest, or who have not completed their education. An individual who expresses an interest in enlistment or appointment as a commissioned officer but is permanently barred under existing instructions is not a prospect.

**1.4. Recruiting Malpractice.** Recruiters who take any act to conceal or conspire to conceal a disqualifying factor; or take any action to qualify an ineligible applicant in violation of directives, have committed recruiting malpractice. Recruiting malpractice is prohibited and failure by military members to obey the mandatory provisions in paragraphs 1.4.1 through 1.4.7

is a violation of Article 92, UCMJ. ANG members in Title 32 status are subject to their respective state military codes.

1.4.1. Recruiters will not initiate any action to influence attorneys, law enforcement officials, or judicial authorities to release, dismiss, drop charges, or otherwise mitigate dispositions in order to qualify an individual for enlistment, commissioning, or appointment. Recruiting personnel will not accompany prospects, applicants or recruits to court for any reason.

1.4.2. Recruiters will not release any prospect, applicant, or recruit's information to agencies or persons outside the Department of Defense (DoD) without the member's consent. **(T-0)**. Instead, recruiting personnel will refer all inquiries or requests for such information to their Recruiting Squadron Commander.

1.4.3. Recruiters will not become involved or otherwise assist in General Educational Development (GED) testing of prospects, applicants or recruits. Recruiters may advise prospects to contact the nearest state education official authorized to administer the GED test.

1.4.4. Recruiters will not purchase, use or give advice to prospects, applicants or recruits regarding any type of drug testing product to attempt to determine a prospect's, applicant's or recruit's qualifications.

1.4.5. Recruiters will not advise prospects, applicants or recruits regarding the transfer of dependent custody or changing marital status for the purpose of entry into the Air Force.

1.4.6. Recruiters will not participate in any other intentional violation of recruiting policy or procedure that results in, or is intended to result in, the processing or enlistment, commissioning, or appointment of an ineligible applicant.

1.4.7. Recruiters will not sponsor an alien for permanent residence in the United States by citing the Air Force as a prospective employer. In addition, recruiting personnel will not recruit in a foreign country unless invited by the government (specifically Canada and Mexico). Some countries have laws forbidding the armed forces of a foreign state from recruiting in their country, such as Canada's "Foreign Enlistment Act."

**1.5. Recruiting Misconduct** Recruiting misconduct is defined as any willful or intentional conduct by a recruiter contrary to this paragraph or any other applicable publication that is prejudicial to the good order and discipline of the Armed Forces, or of a nature that could bring discredit upon the Air Force. Failure by military members to obey the mandatory provisions of paragraphs 1.5.1 through 1.5.3 is a violation of Article 92, UCMJ. ANG members in Title 32 status are subject to their respective state military codes. Recruiting personnel will maintain high standards of conduct and be totally professional in their relationships with applicants. These prohibitions apply from the first contact between a prospect, an applicant or a recruit and the recruiter through entry-level training and for six months after the trainee completes all Initial Active Duty for Training (IADT) requirements.

1.5.1. Recruiters will not make statements to a prospect, applicant or recruit that imply the Air Force will take legal action against an individual who refuses to enter active duty (AD) or extended active duty (EAD).

1.5.2. Recruiters will not order or otherwise force applicants to report for AD or EAD who:

1.5.2.1. Enlist in the delayed enlistment program (DEP); or,

1.5.2.2. Take a commissioning oath in the AFR.

1.5.3. Recruiters will not mislead or misinform a prospect or applicant regarding any aspect of recruiting policy, procedures, entitlements, benefits, or any intentional misinformation designed to induce an applicant to apply for or accept enlistment, commissioning, assignment or appointment.

**1.6. Recruiting Irregularity.** Irregularity is defined as any other recruiting infraction not covered under the purview of malpractice or misconduct. This includes an unintentional action that causes a prospect or applicant to be misinformed about any aspect of the recruiting or enlistment process, policies, procedures, entitlements, and benefits.

1.6.1. Each component Recruiting Service Commander is responsible for ensuring all recruiter irregularity data is submitted in accordance with (IAW) DoDI 1304.32, *Military Services Recruiting Related Reports*.

## **1.7. Personnel Services Delivery Guide (PSDG).**

1.7.1. PSDGs are utilized by each component to establish component specific procedures for implementing this instruction.

1.7.1.1. The PSDGs are created and updated by Air Force Recruiting Service (AFRS), Air National Guard Recruiting Service (NGB/A1Y), and Air Force Reserve Command Recruiting Service (AFRCRS).

1.7.1.2. Components review PSDGs at a minimum annually (1 October) or sooner if process change dictates to ensure current guidance is utilized. Components submit PSDGs to AFPC/DPTK for publishing to the MyPers website.

## Chapter 2

### RECRUITING OPERATIONS

**2.1. Overview.** This chapter specifically identifies how Recruiting Operations provides assistance to recruiting personnel by providing guidance on recruiting policies and programs. Recruiting programs assist in meeting congressionally programmed end strength.

#### **2.2. Responsibilities.**

2.2.1. Component Recruiting Operations Director/Division Chief.

2.2.1.1. Develops and implements programs designed to provide recruiting personnel to access qualified applicants.

2.2.1.2. Goal allocation and procedures are described by individual components.

2.2.1.3. Develops and implements specific programs and tools necessary to achieve mission success. Operations must ensure that recruiters are trained on the use of these tools and utilizing them effectively within their personal recruiting programs. (T-2)

**2.3. Air Force Recruiting Information Support System-Total Force (AFRISS-TF).** AFRISS-TF has been designed to innovatively share information between components. Recruiters must utilize this system to its fullest capabilities. (T-2)

2.3.1. Leads obtained from any source must be refined using AFRISS-TF. Each component must ensure leads are effectively managed according to component standards. (T-2)

**2.4. Applicant Screening.** Recruiters must ensure applicants are screened and qualified in accordance with AFI 36-2002, *Enlisted Accessions*, and AFI 36-2005, *Officer Accessions*.

**2.5. Standards and Expectations.** Recruiter standards and expectations will be developed and presented by their supervisor upon completion of Basic Recruiting Course and at the beginning of their recruiting assignment. (T-2) Supervisors will ensure they outline recruiter's goals and individual program expectations. (T-2)

**2.6. Production Evaluations.** Production Evaluations (PE) are performed to identify reasons for deficient production. Production evaluations are necessary when production falls below acceptable established standards as directed.

**2.7. Case File Management.** Case file build and management is the act of gathering information and documents utilized to qualify an applicant for service. Recruiters will utilize proper case file management as specified by components. (T-2)

**2.8. Inter-Service Recruitment Committee (IRC).** Designated individuals identified by United States Military Entrance Processing Command (USMEPCOM) 601-270, *Personnel Procurement*, will attend IRC or Enlisted IRC/Military Entrance Processing Station (MEPS) Liaison meetings. (T-2) Although Flight Chiefs / Superintendents are nonvoting members of the IRC, it is still important they attend meetings for awareness of scheduling/changes/requirements and to resolve potential processing issues or needs. RegAF will collaborate with ANG and AFR as liaisons. (T-2)

**2.9. Human Immunodeficiency Virus (HIV) Positive Applicants.** Notification of an applicant who tests positive for HIV is accomplished IAW USMEPCOM Regulation 40-8, *Department of Defense (DoD) Human Immunodeficiency Virus (HIV) Testing Program and Drug and Alcohol Testing (DAT) Program*.

**2.10. National Voter Registration Act (NVRA) Title 52 USC § 20501 et seq. (Not applicable to ANG).** This Act, also known as "Motor Voter," requires recruiters to assist citizens in registering to vote. All recruiters assigned to off base offices will brief civilians on the NVRA. **(T-0)** Recruiters will inform personnel assisting recruitment offices of the Federal Voting Assistance Program (FVAP) and train them to provide voter registration assistance. **(T-2)** Recruitment offices of the Military Services will:

2.10.1. Provide each prospective enlistee with the National Mail Voter Registration Form, and DD Form 2645, *Voter Registration Information Form*, unless the applicant, in writing, declines to register to vote. **(T-2)**

2.10.2. Distribute the National Mail Voter Registration Form to each eligible citizen and provide assistance in completing the form unless the applicant, in writing, refuses such assistance. **(T-2)**

2.10.3. Provide each eligible citizen or prospective enlistee who does not decline to register to vote the same degree of assistance for the completion of the National Mail Voter Registration Form as is provided by the office for the completion of its own forms, e.g., the application for enlistment, unless the person refuses such assistance. **(T-2)**

2.10.4. Transmit all completed registration applications within 5 calendar days to the appropriate State election officials. **(T-2)**

2.10.5. Maintain statistical information and records on voter registration assistance provided by recruitment offices in the format prescribed by the Director, FVAP, for a period of 2 years. **(T-2)**

**2.11. Individual Recruiting Programs.** Recruiters must utilize the following individual recruiting programs to obtain, qualify, and process prospects for service in the particular Air Component. **(T-2)**

2.11.1. Prior Service. The prior service program applies to applicants who have 84 days or more of AD in a regular or reserve component of the United States Armed Forces and have completed an approved basic military training (BMT) course and follow on technical training.

2.11.2. Non prior Service. This program applies to applicants for enlistment who have 83 days or less of AD or active duty for training (ADT) with any branch of the United States Armed Forces and who have not previously completed inactive duty for training (IADT) in its entirety (BMT and follow on technical training).

2.11.3. Individual Mobilization Augmentee (IMA). The IR Programs include the IMA and the Participating Individual Ready Reserve (PIRR) programs. The goal of this program is to provide a backfill of qualified officer and enlisted personnel to the active duty forces in case of a national emergency. Individual Reserve Program guidance is available in the Readiness and Integration Organization (RIO) Individual Reserve Guide available through Air Force Reserve Command (AFRC) and Air Reserve Personnel Center (ARPC) public websites.

2.11.4. Health Professional (HP). The Surgeon General (AF/SG) develops professional Surgeon General (SG) officer career field entrance standards. These are applied to prospective members contingent upon their meeting initial officer accession standards.

2.11.5. Chaplains. The Chief of Chaplains (AF/HC) develops professional Chaplain (HC) officer career field entrance standards. These are applied to prospective members contingent upon their meeting initial officer accession standards.

2.11.6. Air Force Bands. The Secretary of the Air Force Office of Public Affairs (SAF/PA) is the functional manager of the Air Force band program and overseas pre-screening and auditions for the Air Force Band program. Air Force bands organize, train and deploy professional Airmen musicians, harnessing the power of music to inspire immediate, positive, and long-lasting impressions of the United States Air Force and the United States of America in the hearts and minds of audiences worldwide.

2.11.7. In-Service Recruiting. In-Service Recruiting (ISR) Program supports recruiting objectives from a national level to maximize accessions of separating RegAF members to fulfill the mission by contributing to congressionally programmed end strength.

**2.12. Programs not recruited by component Recruiters.** The following programs are not specifically recruited by component recruiters. However, individuals may inquire about these programs and recruiters must outline specific steps to assist these prospects. (T-2)

2.12.1. Legal. The Professional Development Directorate, Office of the Judge Advocate General (AF/JAX) manages the accession program for RegAF officers entering into the Judge Advocate General's (JAG) Corps and The Air Force Reserve Components (ARC) Advisor to TJAG. It also makes recommendations to The Judge Advocate General (TJAG) for officers transferring from the JAG Corps to other competitive categories. The Air Reserve Components (ARC) Advisor to TJAG manages the accession program for ANG and AFR officers entering into the JAG Corps. **NOTE:** Although not required, AFRCRS is frequently involved in the TJAG recruiting process. AFRCRS recruiters prospect and receive accession credit for JAG gains.

2.12.2. United States Air Force Academy (USAFA). The USAFA offers cadet appointments to candidates with the strongest potential to become successful career officers. USAFA collaborates with AF/A1 in the development of specific USAFA cadet entrance standards and operates the USAFA admissions and cadet accession program. USAFA offers cadet appointments according to guidance published in AFI 36-2019, *Appointment to the Air Force Academy*.

2.12.3. Air Force Reserve Officer Training Corps (AFROTC). AF/A1 develops specific commissioning program entrance standards in collaboration with AFROTC. Additionally, AF/A1 provides guidance detailing support to include funding of AFROTC. AFROTC commissions officer trainees through a college campus program in response to Air Force officer accession requirements. AFROTC prepares officer candidates through a program consisting of two phases, Academic Education and Field Training. The Academic Education phase is normally two or four years in length. Cadets must complete the Academic Education and Field Training phases before appointment as an Air Force officer. (T-2)

**2.13. Freedom of Information Act (FOIA) 5 USC § 552.** Federal statute, DoD and Air Force policy requires prompt and accurate disclosure of information. Recruiters must immediately forward public requests for information under the FOIA through appropriate channels in order to be processed within the time limit required by law IAW DOD5400.7-R\_AFMAN33-302, *Freedom of Information Act Program*.

**2.14. Legislative Liaison (LL).** Components are responsible to provide information to their LL in order to help answer congressional, executive, or judicial questions about marketing and advertising programs, its products, and the award of contracts for its sustainment.

**2.15. Specific Awards and Badges Criteria.**

2.15.1. Recruiter Badge. Specific badges are authorized based on award achievement and are defined by specific component. AFI 36-2903, *Dress and Personal Appearance of Air Force Personnel*, governs the wear of Recruiting Badges to include full size badge and miniature badge. The Recruiter Badge is awarded to individuals who complete the recruiter course. The badge is worn until their tour is completed. Each component will oversee the design of their specific recruiting badge. **(T-2)**

2.15.2. Awards Programs. Commanders at any level may establish special trophies and awards programs to recognize military and civilian members and units or organizations IAW AFI 36-2805, *Special Trophies and Awards*. As stated in AFI 36-2805, components will issue a supplement outlining additional awards policy categories and criteria.

**2.16. Recruiting Vehicles.** In coordination with the component Logistics Directorate (A4), individual components will identify their specific OPR for this program and administer the program IAW AFI 24-301, *Vehicle Operations*.

## Chapter 3

### MANPOWER AND PERSONNEL

**3.1. Overview.** This chapter specifically identifies the management of Recruiting manpower requirements. Each component will manage its recruiter force to select, manage and assign based on criteria established by individual component. **(T-2) ANG Only** – throughout this chapter retainers are included in the term recruiters.

### **3.2. Responsibilities.**

3.2.1. Chief of Component Manpower Requirements Division will:

3.2.1.1. Resource recruiting authorizations. **(T-2)**

3.2.1.2. Allocate recruiting authorizations based on manpower studies, mission and fiscal limitations. **(T-2)**

3.2.1.3. Ensure requirements for recruiting positions are reflected on the Unit Manning Document (UMD). **(T-2)**

3.2.2. Chief of Component Recruiting Divisions will:

3.2.2.1. Establish screening process and distribution for all Recruiting positions to include minimum and maximum authorized grades. **(T-2)**

3.2.2.2. Duty Tours.

3.2.2.2.1. Chief of Component Recruiting Divisions will ensure individuals selected for recruiting duty are placed on Special Duty Identifier (SDI) duty identified by 8RXXX IAW *Air Force Enlisted Classification Directory (AFECD)*, AFI 36-3017, *Special Duty Assignment Pay (SDAP) Program*, and other component specific guidance.

3.2.2.3. Type of Tours.

3.2.2.3.1. Throughout the components there are various types of tours used to perform recruiting duty. All tours will be established and managed by individual component procedures. **(T-2)**

3.2.2.3.2. Individual components will establish a tour management program to ensure that all tours are being managed properly and efficiently. **(T-2)**

## Chapter 4

### RESOURCES

**4.1. Overview.** Financial Management (FM) is the process of determining requirements, obtaining resources, and efficiently applying those resources to meet direct mission and support responsibilities. Recruiting is a unique career field that enables Recruiting Personnel to utilize funds unlike traditional Air Force career fields, and it is imperative to use extreme diligence. All Recruiting Personnel are responsible for appropriate management of their funds “outlined in the JTR, *Joint Travel Regulation* and further in AFI 65-114, *Travel-Policy and Procedures for Financial Services Offices and Finance Offices-Reserve Component.*” and all applicable laws, regulations, and policies.

#### **4.2. Applicant Processing Expenses.**

4.2.1. Applicants are entitled to travel at government expense to MEPS and Mobile Examination Testing (MET) sites IAW Reference JTR, **Chapter 7**, Part X, Section 7660, *Uniformed Services Applicants and Rejected Applicants.*

4.2.1.1. Criteria for use of government transportation requests, meal tickets, and temporary duty allowances are outlined in the JTR.

4.2.2. Recruiters must follow AFI 24-101, *Passenger Movement*, for policies and procedures related to transportation.

**4.3. Authorized Reimbursement.** Recruiting expenses related to primary or additional duties are authorized reimbursement for actual and necessary costs.

4.3.1. Out-of-Pocket Expenses. Recruiter reimbursement for expenses incurred in the performance of respective duties is IAW JTR **Chapter 7**, Part X, *Recruiting Reimbursement*, and section 7625, *Recruiting Expense Reimbursement* (Uniformed Members Only).

4.3.2. Vicinity Travel. Vicinity travel expenses incurred by recruiting personnel, while performing official duties in and around the duty station, are reimbursable IAW JTR, **Chapter 2**, Part L, *Local Travel*, and section 2805, *PDS Travel Area* (Uniformed Members Only) and AFI 65-114, **Chapter 6** and **Chapter 11**. Vicinity travel is only authorized when government provided transportation is not available.

4.3.3. Recruiter Related Parking. This reimbursement covers monthly expenses up to \$200 for parking a Privately Owned Conveyance (POC) at a permanent duty station (PDS) work site or temporary duty (TDY) site at which assigned to duty IAW JTR **Chapter 1**, part C, *Miscellaneous Regulations, Programs, and Allowances*, section 1220, *Recruiter Related Parking Expenses*. “Specific Air Force Instructions are provided in AFI 65-114, **Chapter 11.**”

#### **4.4. Center of Influence (COI).**

4.4.1. General Information. A COI is a planned event where meals or snacks are served to provide a setting for Air Force personnel to make a recruiting presentation.

4.4.2. COI events are recruiting opportunities. Whether meeting with prospective applicants or with community influencers, the recruiter is trying to accomplish a specific sales goal. The goal may be to generate an application or accession or to “sell” the idea of public service support to a media outlet. In every case, the sales success of the COI can be measured.

4.4.2.1. COIs are not protocol functions and recruiters must only utilize COIs for authorized purposes and not to be used to reward past support. **(T-2)**

4.4.3. The legislative authorities for sponsoring COI events are 10 USC §503, 520c and 37 USC § 488. Due to the expenditure of appropriated funds involved in the COI program, public perception is an extremely sensitive issue. Recruiters must ensure that COI funds and documentation is managed properly. **(T-0)** COI funds are exclusively for food, beverages (excluding alcoholic beverages), and gratuity expenses. Complimentary alcoholic beverages will not be, and will not appear to be accepted by recruiting personnel. **(T-1)** COI funds will not be used to pay for entrance fees or cover charges as skate rental, greens fees, etc. **(T-0)** In addition, recruiters will not use COI funds to pay for participation in public or special events where admission, seating, or other accommodations and facilities connected with the event are restricted as to race, creed, color, sex or national origin. “Proper handling of COI paperwork to support the claim is necessary IAW AFI 65-114, **Chapter 11.**” **(T-0)**

## Chapter 5

### MARKETING AND ADVERTISING

**5.1. Reason for the Program.** IAW 10 USC § 503, the Secretary of the Air Force is responsible for conducting intensive recruiting campaigns. Each Air Component creates, produces, and distributes advertising materials to support all personnel procurement programs. The materials are to inform the public in general--and, in particular, persons who are eligible for military service--about specific component personnel needs, professional development, and career opportunities ultimately focused on enabling components to meet their congressionally programmed end-strength.

**5.2. Responsibilities.** Advertising and Marketing efforts are utilized to distribute the recruiting message to the American public in order to garner qualified prospects. Due to the unique mission requirements, each component will be responsible for their individual marketing and advertising programs. **(T-2)**

5.2.1. RegAF: AFRS serves as the RegAF lead agent for creating, producing, distributing, and implementing marketing products and services necessary to support RegAF military personnel procurement programs.

5.2.2. ANG: NGB/A1Y serves as the ANG lead agent for creating, producing, distributing, and implementing national marketing and advertising products and services necessary to support ANG military personnel procurement programs.

5.2.2.1. NGB/A1Y supports the Adjutant General (TAG) and unit commander's manpower needs focused on meeting their congressionally programmed end strength.

5.2.2.2. Individual State / Territories are responsible for facilitating generation of targeted leads to meet specific vacancies at the unit level and fostering relationships with key influencers through the national and local community outreach program.

5.2.3. AFR: AFRCRS serves as the AFR lead agent for creating, producing, distributing, and implementing marketing products and services necessary to support AFR military personnel procurement programs.

**5.3. Marketing and Advertising Programs.** The importance of sustained, year-round national marketing and advertising media programs cannot be overstated. Marketing efforts underwrite every aspect of our success. At the tactical level, marketing sponsors the most powerful lead-generating events; at the operational level, marketing provides web, data and lead management services; and at the strategic level; marketing inspires potential applicants across the nation and serves as a hedge against long-term risk from changing economic conditions which could provide other opportunities for the most competitive young Americans. Programs utilize effective marketing efforts in order to reach the most diverse, multi-cultural prospects at the local, regional and national level. Individual programs are as follows:

5.3.1. RegAF.

5.3.2. ANG.

5.3.3. AFR.

5.3.4. USAFA.

5.3.5. AFROTC.

**5.4. Management of the Programs.** The marketing and advertising programs are centrally managed and controlled by each recruiting service to ensure economical, timely, and coordinated response to Air Force personnel requirements. Each component will be responsible for tracking, marketing, and advertising efforts and producing matrix reports outlining return on investment (ROI) for efforts. (T-2)

## Chapter 6

### TRAINING

**6.1. Overview.** Developing recruiters and support personnel is a top priority, and developmental efforts are key to the ability to provide a well-trained and motivated recruiting force to meet congressionally programmed end strength. Component CFMs will complete developmental efforts IAW AFI 36-2201, *Air Force Training Programs*. Recruiting personnel must possess the right combinations of both occupational and institutional competencies in order to ensure Air Force capabilities are maintained well into the future. **(T-2)**

**6.2. Responsibilities.** Component training branch will:

6.2.1. Develop and coordinate basic and advanced recruiting course curriculums ensuring they meet training objectives. **(T-2)**

6.2.2. Serve as liaison with Air Training and Education Command (AETC). **(T-2)**

6.2.3. Develop, provide oversight, and conduct formal and specialized training for recruiting personnel. **(T-2)**

6.2.3.1. Monitor and evaluate the quality of training provided at all courses and workshops. **(T-2)**

6.2.3.2. Conduct mandatory training courses and annual workshops for all management, supervisory, production, and non-production personnel affiliated with recruiting. **(T-2)**

6.2.4. Provide commanders with an assessment of training, evaluation, and inspection programs and processes through the following: **(T-3)**

6.2.4.1. Self-Assessments are conducted as directed or necessary.

6.2.4.2. Field training assistance visits and training oversight as requested or necessary.

6.2.4.3. Command-wide surveys performed or training assessment reports written as needed to determine the health of the training programs.

6.2.4.4. Review training-related requests for relief action packages.

6.2.4.5. Training status reports compiled for senior leadership as required or directed by higher headquarters.

**6.3. Formal Training.**

6.3.1. Personnel selected to perform recruiting duty will not perform production recruiter duties until graduation of Basic Recruiting Course and award of SDI 8RXXX. **(T-1)** Familiarization and administrative support is authorized while awaiting training.

6.3.2. Special Duty Pay is authorized IAW AFI 36-3017, *Special Duty Assignment Pay (SDAP) Program*.

**6.4. Certification Training.** IAW AFI 36-2201, components must execute a recruiter certification program. This program is a formal and cumulative training process that incorporates in-residence training, on-the-job training and phased Air Force Job Qualification Standards (AFJQS) training.

6.4.1. Unsatisfactory training results, based on formal evaluation, signify that a trainee should be placed into documented intensified training designed to overcome deficiencies within specific training objectives. It is to be used when a trainee exhibits an inability to fully grasp a concept or demonstrate a task successfully.

GABRIEL O. CAMARILLO  
Assistant Secretary of the Air Force  
(Manpower and Reserve Affairs)

## Attachment 1

## GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION

*References*

10 USC Section 503, *Enlistments: recruiting campaigns; compilation of directory information*

10 USC Section 520c, *Recruiting functions: provision of meals and refreshments*

10 USC Section 2205, *Reimbursements*

10 USC Section 2261, *Presentation of recognition items for recruitment and retention purposes*

37 USC Section 488, *Allowance for recruiting expenses*

52 USC Section 20506, *Voter registration agencies*

DoDD 5100.03, *Support of the Headquarters of Combatant and Subordinate Unified Commands*, 9 February 2011

DoD 5500.07-R, *Joint Ethics Regulation*

DoDI 1000.04, *Federal Voting Assistance Program (FVAP)*, 13 September, 2012

DoDI 1205.13, *Junior Reserve Officers' Training Corps (JROTC) Program*, 6 February 2006

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DoDI 1304.32, *Military Services Recruiting Related Reports*, 26 March 2013

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AFPD 36-20, *Accession of Air Force Military Personnel*, 5 November 2014

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AFI 10-2701, *Organization and Function of the Civil Air Patrol*, 31 July 2014

AFI 24-101, *Passenger Movement*, 19 October 2012

AFI 24-301, *Vehicle Operations*, 5 May 2016

AFI 33-332, *Air Force Privacy and Civil Liberties Program*, 12 January 2015

AFI 36-2002, *Enlisted Accessions*, 7 April 1999  
AFI 36-2019, *Appointment to the United States Air Force Academy*, 16 May 1994  
AFI 36-2201, *Air Force Training Program*, 15 September 2010  
AFI 36-2805, *Special Trophies and Awards*, 14 March 2013  
AFI 36-2903, *Dress and Personal Appearance of Air Force Personnel*, 18 July 2011  
AFI 36-2909, *Professional and Unprofessional Relationships*, 1 May 1999  
AFI 36-3003, *Military Leave Program*, 11 May 2016  
AFI 36-3017, *Assignment Incentive and Special Duty Assignment* 8 January 2016  
AFI 65-114, *Travel-Policy and Procedures for Financial Services Offices and Finance Offices-Reserve Component*, 26 August 2005  
AFI 65-601V1, *Budget Guidance and Procedures*, 16 August 2012  
AFI 90-201, *The Air Force Inspection System*, 21 April 2015  
AR 601-270, *Military Entrance Processing Station (MEPS)*, 13 September 2011  
AFMAN 33-363, *Management of Records* 1 March 2008  
USMEPCOM 40-8, *Department of Defense (DoD) Human Immunodeficiency Virus (HIV) Testing Program and Drug and Alcohol Testing (DAT) Program*, 10 October 2016  
USMEPCOM 601-4, *Student Testing Program*, 16 November 2015  
USMEPCOM 715-4, *Applicant Meals and Lodging Program*, 29 November 2010

### ***Prescribed Forms***

None

### ***Adopted Forms***

AF Form 847, *Recommendation for Change of Publication*  
SF 1164, *Claim for Reimbursement for Expenditures on Official Business*  
DD Form 2645, *Voter Registration Information Form*  
DD Form 2982, *Recruiter/Trainer Prohibited Activities Acknowledgement*

### ***Abbreviations and Acronyms***

**AD**—Active Duty  
**ADT**—Active Duty for Training  
**AETC**—Air Education and Training Command  
**AF**—Air Force  
**AFECD**—Air Force Enlisted Classification Directory  
**AFJQS**—Air Force Job Qualification Standards

**AFI**—Air Force Instruction

**AFMAN**—Air Force Manual

**AFPD**—Air Force Policy Directive

**AFROTC**—Air Force Reserve Officer Training Corps

**AFRC**—Air Force Reserve Command

**AFRIMS**—Air Force Records Information Management System

**ALO**—Admission Liaison Officer

**ARC**—Air Reserve Component

**AFR**—Air Force Reserve

**AFRC**—Air Force Reserve Command

**AFRCRS**—Air Force Reserve Command Recruiting Service

**AFRISS-TF**—Air Force Recruiting Information Support Total Force

**AFS**—Air Force Specialty

**AFSC**—Air Force Specialty Code

**ANG**—Air National Guard

**ARPC**—Air Reserve Personnel Center

**BMT**—Basic Military Training

**CAP**—Civil Air Patrol

**CAPRAP**—Civil Air Patrol Reserve Assistance Program

**COI**—Center of Influence

**DEP**—Delayed Enlistment Program

**DOD**—Department of Defense

**DODI**—Department of Defense Instruction

**EAD**—Extended Active Duty

**FOIA**—Freedom of Information Act

**FM**—Financial Management

**FVAP**—Federal Voting Assistance Program

**GED**—General Education Development

**GSU**—Geographically Separated Unit

**HC**—Chaplain Corps

**HIV**—Human Immunodeficiency Virus

**HP**—Health Professional

**HQ**—Headquarters

**HRM**—Human Resource Management

**HSB**—Human Strategic Board (HSB)

**IADT**—Initial Active Duty For Training

**IAW**—In Accordance With

**IMA**—Individual Mobilization Augmentee

**IRC**—Inter-service Recruitment Committee

**IRR**—Individual Ready Reserve

**ISR**—In-Service Recruiter or Recruiting

**JA**—Judge Advocate

**JAG**—Judge Advocate General

**JTR**—Joint Travel Regulation

**MAJCOM**—Major Command

**MEPS**—Military Entrance Processing Stations

**MET**—Mobile Examination Testing

**MPS**—Military Personnel Squadron

**NCO**—Non-Commissioned Officer

**NGB**—National Guard Bureau

**NVRA**—National Voter Registration Act

**OPR**—Office of Primary Responsibility

**OTD**—Other Training Duty

**PDS**—Permanent Duty Station

**PE**—Production Evaluations

**PIRR**—Participating Individual Ready Reserve

**POC**—Privately Owned Conveyance

**PSDG**—Personnel Services Delivery Guide

**RAP**—Recruiter Assistance Program

**RegAF**—Regular Air Force

**R.S.C**—Royal Society of Canada

**RDS**—Records Disposition Schedule

**RIO**—Readiness and Integration Organization

**ROI**—Return on Investment

**RRPS**—Ready Reinforcement Personnel Section

**SDAP**—Special Duty Assignment Pay

**SDI**—Special Duty Identifier

**SF**—Standard Form

**SG**—Surgeon General

**SME**—Subject Matter Expert

**TAG**—The Adjutant General

**TDY**—Temporary Duty

**TF**—Total Force

**TFRC**—Total Force Recruiting Council

**TJAG**—The Judge Advocate General

**UMD**—Unit Manning Document

**USAFA**—United States Air Force Academy

**USC**—United States Code

**USMEPCOM**—United States Military Entrance Processing Command

### ***Terms***

**Active Duty**—The term “active duty” means full-time duty in the active military service of the United States. Such term includes full-time training duty, annual training duty, and attendance, while in the active military service, at a school designated as a service school by law or by the Secretary of the military department concerned. Such term does not include full-time National Guard duty.

**Active Duty for Training**—The primary purpose of ADT is to provide individual or unit readiness training. Support to mission requirements (i.e., Operational Support) may occur incidental to performing ADT. Included in the ADT category are initial active duty training (IADT), annual training (AT), and other training duty (OTD).

**Air Force Reserve**—The Air Force Reserve is a reserve component of the Air Force to provide a reserve for active duty. It consists of the members of the officers’ section of the Air Force Reserve and of the enlisted section of the Air Force Reserve. It includes all Reserves of the Air Force who are not members of the Air National Guard of the United States. The purpose of each reserve component is to provide trained units and qualified persons available for active duty in the armed forces, in time of war or national emergency, and at such other times as the national security may require, to fill the needs of the armed forces whenever more units and persons are needed than are in the regular components.

**Air Force Reserve Command**—A MAJCOM of the United States Air Force, with its headquarters stationed at Robins Air Force Base, Georgia.

**Air Force Reserve Officer Training Corps (AFROTC)**—A program by which fully qualified and selected college students can earn a commission in the United States Air Force Reserve while completing undergraduate studies.

**Air Force Specialty Code (AFSC)**—A four or five digit number used to identify an Air Force Specialty (AFS). When a more specific identification of the position requirement and individual qualification is needed, an alpha prefix or suffix is used with the numerical codes.

**Air National Guard (ANG)**—The term “Air National Guard” means that part of the organized militia of the several States and Territories, Puerto Rico, and the District of Columbia, active and inactive, that— (A)is an air force; (B)is trained, and has its officers appointed, under the sixteenth clause of section 8, article I, of the Constitution; (C)is organized, armed, and equipped wholly or partly at Federal expense; and (D)is federally recognized.

**Air Reserve Components (ARC)**—All units, organizations, and members of the Air National Guard of the United States and the Air Force Reserve. This item is not used to identify an Air Force component or organization. (Also known as the Air Reserve Forces).

**Air Reserve Personnel Center (ARPC)**—A MAJCOM direct reporting unit of HQ Air Force Reserve Command. Administers the personnel management of Air Force Reserve and Air National Guard who are not on extended active duty. Maintains the master personnel records for all members of the Air Reserve Components who are not on extended active duty.

**Applicant**—Any person who has begun processing for enlistment or appointment in a Military Service by participating in an initial interview with recruiting personnel.

**Delayed Enlistment Program (DEP)**—A period of time (typically not to exceed 365 days per 10 USC § 513) an applicant may spend in a reserve status that immediately proceeds entry on AD in the regular component. HQ AF/A1P may authorize an extension to the DEP of up to 365 days. If the member is in an inactive reserve status. DEP time is not creditable for longevity pay increases, but it does count against an 8-year MSO. The DEP is only open to selected OTS and enlisted applicants, and they must be administered an enlistment oath to enter the DEP.

**Disposition**—Final disposition for a given charge should reflect the date and specific charge against the person and exact sentence, fine, decision, or adjudication of the court, judge, or other authorized adjudication authority. "No Record" is not a disposition. If disposition is unavailable to the recruiter through normal procedures, the burden of proof falls on the applicant.

**Extended Active Duty (EAD)**—(Defined only as it applies to this AFI)—A tour of active duty (normally more than 90 days) by a member of the ARC. Strength accountability for persons on EAD changes from the ARC to the active force. Members do not receive credit for active duty training and active duty in a service academy or armed forces preparatory school.

**Geographically Separated Unit (GSU)**—A unit at least 50 miles away from the servicing wing/MPS.

**Individual Ready Reserve (IRR)**—The IRR primarily consists of ready reservists not assigned to a unit or IMA position. The IRR is subdivided into four sections: the Obligated Reserve Section (ORS); the Ready Reinforcement Personnel Section (RRPS); the Non-obligated Nonparticipating Ready Reserve Section (NNRPS); mobilization filler resources in the Air Reserve Squadrons (ARS).

**Inter-service Recruitment Committee (IRC)**—An IRC is a committee of all Services battalion, squadron, and area commanders who utilize the same MEPS. IRC policy is in USMEPCOM 601-4 *Student Testing*.

**Irregularity**—Defined as any other recruiting infraction not covered under the purview of malpractice or misconduct. This includes an unintentional action that causes a prospect or applicant to be misinformed about any aspect of the recruiting or enlistment process, policies, procedures, entitlements, and benefits.

**Leads**—Are individuals who appear to possess, or who may in the future possess, the potential and qualifications for enlistment or appointment as a commissioned officer in said Military Service.

**Non-Prior Service**—An individual who has served 83 days or less of Initial Active Duty Training is considered Non-Prior Service.

**Participating Individual Ready Reserve (PIRR)**—A subset of the Individual Ready Reserve (IRR) which consists of Ready Reservists who are not in the Selected Reserve and are subject to Active Duty recall by the President or Congress in time of national emergency or war; they are also known as Category E reservists. There are four main programs: 1) Ready Reinforcement Personnel Selection (RRPS)--for line personnel only; 2) Air Force Admission Liaison Officer (ALO)/Air Force Reserve Officer Training Corps (AFROTC)--for line officers only; 3) Civil Air Patrol Reserve Assistance Program (CAPRAP)--for line personnel only--these members fall under the purview of HQ CAP, Maxwell AFB in accordance with AFI 10-2701; 4) Professional Career Programs (JA/HC/SG)-- for line (JA) non-line (HC/SG) personnel, these members participate in respective professional programs for Legal, Chaplain and Medical career fields.

**Production Evaluation**—Production Evaluations (PE) are performed to identify reasons for deficient production. Production evaluations are required when production falls below acceptable established standards as directed.

**Prospective member of the Armed Forces or Prospect**—Any person who has expressed, to recruiting personnel, an interest in enlisting or receiving an appointment as a commissioned officer in a Military Service and who appears to possess, or who may in the future possess, the potential and qualifications for enlistment or appointment as a commissioned officer in said Military Service. An individual who expresses a loss of interest in enlistment or appointment as a commissioned officer will continue to be a prospect for the purpose of this instruction for a period of one year from the date they express this loss of interest to recruiting personnel. Individuals who possess the potential or qualifications for enlistment or appointment in the future may include, but are not limited to, individuals who do not meet minimum age requirements, who scored too low on the qualification testing but will be eligible to retest, or who have not completed their education. An individual who expresses an interest in enlistment or appointment as a commissioned officer but is permanently barred under existing regulations is not a prospect.

**Recruit**—An individual who has joined a Military Service to include military academy cadets, ROTC cadets who are under contract, and individuals in the Delayed Enlistment Program (DEP) or similar programs.

**Recruiter**—Any military or civilian member whose primary duty is to recruit persons for Military Service regardless of program. Recruiters include, but are not limited to, Reserve

Officer Training Corps (ROTC) admission or liaison officers, Service Academy liaison officers, ANG Retainers, any commissioned officer, noncommissioned officer (NCO), or airman whose primary duty is to recruit Air Force enlisted members, officers, or officer candidates.

**Recruiting Malpractice**—Any act to conceal or conspire to conceal a disqualifying factor; or take any action to qualify an ineligible applicant in violation of directives.

**Recruiting Misconduct**—Misconduct is defined as any willful or intentional conduct contrary to this instruction or any other applicable publication that is prejudicial to the good order and discipline of the Armed Forces, or of a nature that could bring discredit upon the Air Force.

**Recruiting Personnel**—Recruiting personnel are defined as all persons assigned to the Air Force recruiting program including personnel assigned to the Air Force Recruiting Service, wings, groups, squadrons, and Geographically Separated Units (GSUs) regardless of their duty Air Force Specialty Code (AFSC).

**Return on Investment (ROI)**—The utilization of a matrix based formula to measure the effectiveness of the initial investment. For example, a career fair cost to participate was \$300 and it produced 3 leads and one accession. Therefore, the ROI for this event was \$100 per lead and \$300 for one accession. ROI can be measured in variety of areas such as dollars, man hours, cost of materials, etc.

**Special Duty Identifier (SDI)**—A four- or five-digit code and title used to identify manpower positions and persons performing duties not clearly within a specific career field. Has a complete specialty description. **Examples:** 83RO Recruiting Service (Officer), 8P000 Courier (Enlisted).

**Vicinity Travel**—Area within the PDS/TDY limits and the metropolitan area around the PDS/TDY area served by local public transit systems, local travel within the local commuting area of the PDS/TDY location is determined IAW AFI 65-114, *Travel-Policy and Procedures for Financial Services Offices and Finance Offices-Reserve Component*.

**USMEPCOM**—A DoD support agency that provides Armed Forces recruiting commands and uniformed services with testing, medical examination, and administrative actions through MEPS located throughout the United States (US) and at some oversea locations.